

# Rice, Pasta and Noodles in Peru

<https://marketpublishers.com/r/R6659693CBDEN.html>

Date: November 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: R6659693CBDEN

## Abstracts

Rice, pasta and noodles in Peru has been experiencing significant growth in unit prices, primarily driven by rising manufacturing and distribution costs. Contributing factors include increased commodity prices, notably for wheat due to Russia's invasion of Ukraine and lower production in other countries owing to climatic events. In addition, logistics costs have surged, partly due to new government regulations and a notable increase in fuel prices. These rising costs, coupled with declining livi...

Euromonitor International's Rice, Pasta and Noodles in Peru report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Rice, Pasta and Noodles market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Rice, Pasta and Noodles in Peru  
Euromonitor International  
November 2023  
List Of Contents And Tables  
RICE, PASTA AND NOODLES IN PERU  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rice maintains leadership amid inflation challenges  
Costeño continues to lead rice  
Molitalia invests in premium pasta  
PROSPECTS AND OPPORTUNITIES  
Rising prices of rice due to climatic conditions  
Pasta poised for growth with health-focused innovations  
Costeño and Alicorp to maintain market leadership

### CATEGORY DATA

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023  
Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023  
Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023  
Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023  
Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023  
Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023  
Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023  
Table 8 NBO Company Shares of Rice: % Value 2019-2023  
Table 9 LBN Brand Shares of Rice: % Value 2020-2023  
Table 10 NBO Company Shares of Pasta: % Value 2019-2023  
Table 11 LBN Brand Shares of Pasta: % Value 2020-2023  
Table 12 NBO Company Shares of Noodles: % Value 2019-2023  
Table 13 LBN Brand Shares of Noodles: % Value 2020-2023  
Table 14 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023  
Table 15 Distribution of Rice by Format: % Value 2018-2023  
Table 16 Distribution of Pasta by Format: % Value 2018-2023  
Table 17 Distribution of Noodles by Format: % Value 2018-2023  
Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028  
Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028  
Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth

2023-2028

Table 21 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth  
2023-2028**STAPLE FOODS IN PERU****EXECUTIVE SUMMARY****Staple foods in 2023: The big picture**

Peru has been contending with a steady escalation in prices since 2021, a situation exacerbated in 2022 and 2023, affecting a wide array of consumer goods and services. The country's significant reliance on imported products and supplies means that global events, notably the Russia-Ukraine war and the surge in international transport costs, have a substantial local impact. Domestic challenges, including political instability and agricultural issues stemming from the El Niño Phenomenon and fertiliser shortages, have further contributed to this upward price trend. While the COVID-19 pandemic's immediate impacts may be waning, its long-term effects continue to influence employment and income levels in Peru. With government support measures such as credits and pensions coming to an end, many Peruvians are left grappling with debts and reduced income.

**Key trends in 2023**

The high inflation rate in 2023 has prompted varied responses from Peruvian consumers and companies. On the consumer side, there's a notable polarisation: those with higher incomes prefer buying in larger formats for long-term savings, while lower-income individuals opt for smaller formats to reduce immediate spending. This preference is significant as it reflects the day-to-day financial challenges of lower-income groups who cannot afford bulk purchases, even if they are more economical in the long run. As a result, many are turning to small, traditional retail channels for frequent, modest purchases rather than monthly bulk buying at supermarkets. Manufacturers, on the other hand, have adopted strategies like shrinkflation - reducing product sizes to avoid significant price increases - and bolstering their lower-priced brands.

**Competitive landscape****Channel developments****What next for staple foods?****MARKET DATA**

Table 22 Sales of Staple Foods by Category: Volume 2018-2023

Table 23 Sales of Staple Foods by Category: Value 2018-2023

Table 24 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 25 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 27 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 28 Penetration of Private Label by Category: % Value 2018-2023

Table 29 Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Rice, Pasta and Noodles in Peru

Product link: <https://marketpublishers.com/r/R6659693CBDEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R6659693CBDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970